PRODUCT GUIDE: New Windows Tougher To Break *page 73*

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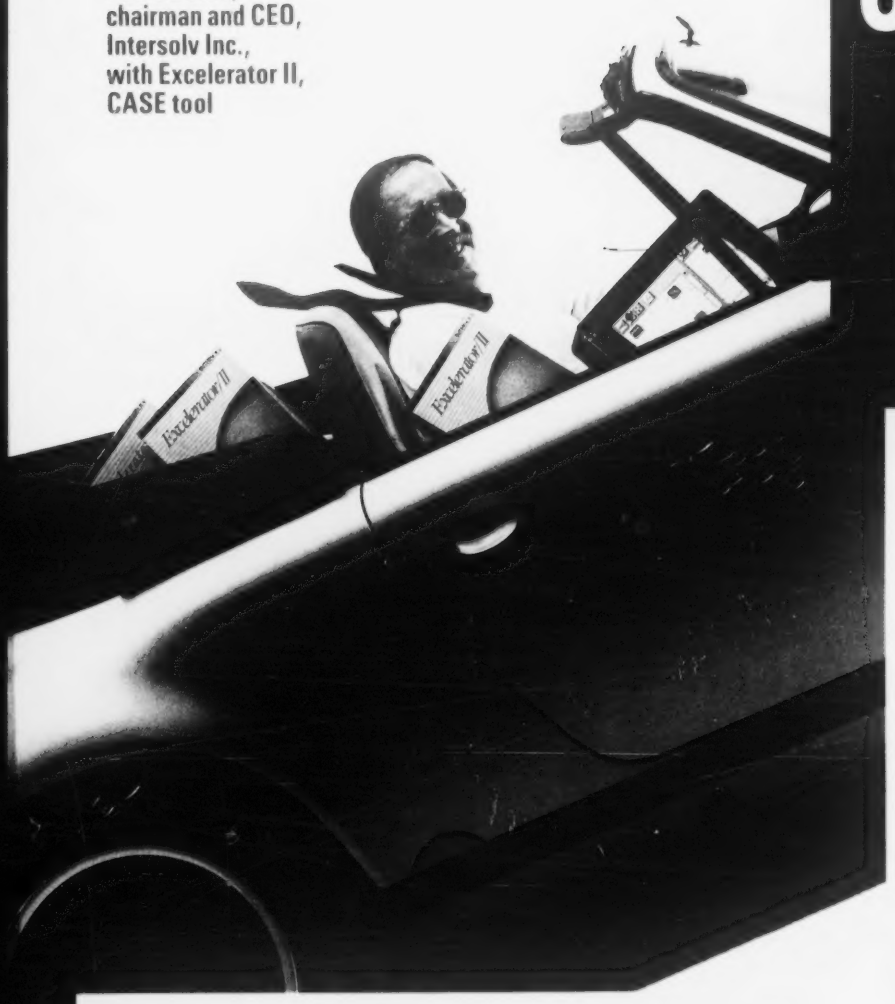
MARCH 1, 1992



Kevin Burns, chairman and CEO, Intersolv Inc., with Excelerator II, CASE tool

Can Intersolv Excelerate On OS/2?

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Open CASE Emerges As AD/Cycle Lags
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BUYER'S GUIDE COMPARING OVER 400 CASE PRODUCTS

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FOCUS ON CASE

ON THE COVER: Intersolv's Burns hopes Excelerator II can speed away from the pack.

FEATURES

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24 Can Intersolv Excelerate On OS/2?

Intersolv is readying its Excelerator II analysis and design CASE tool for shipment to customers this month, almost two years after development began. Can Intersolv make up for lost time—and lost customers?

SPECIAL REPORT

30 Open CASE Emerges As AD/Cycle Lags

IBM promised AD/Cycle would create an open CASE development platform. But not a single CASE tool can yet talk directly to IBM's Repository Manager. Now, CASE vendors are starting to employ independent CASE standards.

PRODUCT GUIDE

73 New Windows Tougher To Break

Next month, Microsoft Corp. is expected to ship Windows 3.1. Aside from a few cosmetic niceties, the changes are mostly under the hood—right where most IS managers thought they were needed.

74 Organize Your E-MailBag

Folio Corp.'s Mailbag compresses e-mail to half its original size.

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75 A World Of CASE Tools

Looking for a CASE tool? Check out over 400 products from over 100 vendors.

Microsoft's Rich Tong: The whole purpose of Windows is to make PCs easier to use, page 73.

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One of the CASE industry's most affordable offerings also happens to be among the first with true Windows support.

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51 The Race For Client/Server CASE

True client/server CASE support remains a distant dream, but it is coming.

BC Gas's Young has reduced his mainframe-processing needs by at least 40%.

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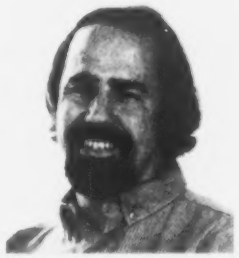
59 Database Vendors Make Their CASE

At long last, relational database programmers can tap into the world of CASE.

63 Bridging The CASE/OOP Gap

Object-oriented programmers finally have a CASE of their own.



Rational's Booch has a method to his madness.

MIDRANGE/MAINFRAME

67 Safe Deposit For Enterprise Data

By providing a central store for a comprehensive enterprise model, repositories aim to deliver on the promise of integrated CASE.

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Ringing Up Better Voice Response

MIS managers who never dreamed they would be managing telecommunications systems are now in the middle of it all, as they begin to implement interactive voice response systems for their companies. Voice-computer communications systems are becoming increasingly popular among companies with large amounts of customer service phone traffic.

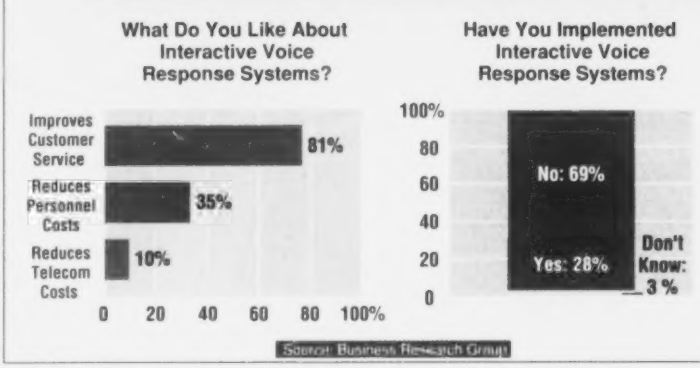
In the latest poll of DATAMATION's Technology Panel, more than a quarter (28%) of respondents say their companies have implemented an interactive voice response system. In the majority of cases, these systems use an automated synthesized voice to direct callers to input information via their Touch-Tone phone. The system then directs the call to a specific person in the company or grants access to specific account information.

Such systems can greatly improve customer service and responsiveness with no increase—and occasionally some decrease—in personnel. Banks, life insurance companies and brokerage firms are good examples of the most efficient and effective users of these systems. They're often used in such enterprises to provide customers with 24-hour access to routine information previously provided by customer service agents. By automating these information response systems with interactive voice response, these companies are able to free up professional staff to spend more time on more complex inquiries.

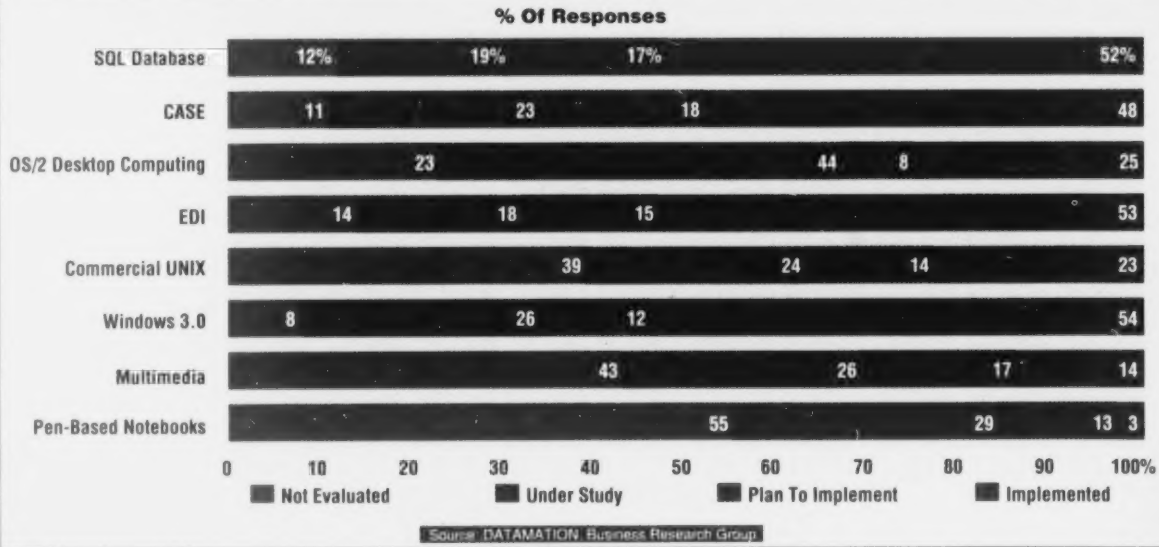
A significant percentage (35%) of our panel members cite this savings in personnel costs as a major benefit they expect to receive from implementing interactive voice systems. But by far the greater number—more than 80%, in fact—expect their companies to benefit from the systems through improved customer service. ■

By Warren Childs and Kathryn A. Tito, Business Research Group. For more information, call Nancy Finn at (617)-964-6204, send her a fax at (617)-558-4402 or write to her at the Business Research Group, 275 Washington Street, Newton, MA 02158.

Less Talk, Faster Response



DATAMATION's Technology Implementation Index: Systems And Software


% Of Responses
SQL Database 12% 19% 17% 52%
CASE 11 23 18 48
OS/2 Desktop Computing 23 44 8 25
EDI 14 18 15 53
Commercial UNIX 39 24 14 23
Windows 3.0 8 26 12 54
Multimedia 43 26 17 14
Pen-Based Notebooks 55 29 13 3
0 10 20 30 40 50 60 70 80 90 100%
Not Evaluated
Under Study
Plan To Implement
Implemented
Source: DATAMATION Business Research Group

■ DATAMATION each month surveys a select group of its readers--the DATAMATION Technology Panel--to investigate the implementation of new technologies by key user organizations.

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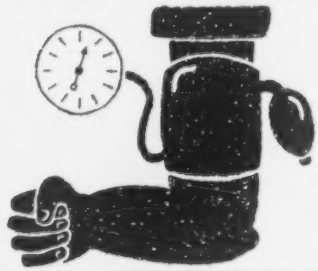

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